



bring it all  
together

software + services

## what software+services is

**On the go. Always connected. Hardworking.**

Yes, this describes most of us. But it also describes what we expect of technology today.

Devices are more powerful. The average cell phone packs more computing power today than a PC did a decade ago. And the Internet seems to be everywhere, connecting people at opposite sides of the world with information and each other. An amazing opportunity lies in the combination of these two trends: building powerful, robust software experiences with the power of the Internet. Welcome to software-plus-services.

## what it can mean for you

Ideally, for most of us it means better experiences on our phones, our PCs, our game consoles, and eventually even with our TVs and in our cars. The reach of Web-based information—such as sales data, a list of favorite restaurants, or your workout statistics—is combined with a host of powerful devices to do much more with that information. Suddenly, you can crunch that sales data, get directions to that restaurant from your car, or upload your latest training run stats from your watch.

If you run a business, the principles behind software-plus-services give you greater choice and flexibility. You have the ability to separate functionality—sales tax expertise, for instance—and deliver that as a service that can be plugged into other types of systems. Or you could create a standalone tax program that updates itself over the Internet. From subscriptions to software and services recombined in new ways, new business models and opportunities for success become possible.

# what it looks like

Take a look at these examples of how Microsoft and a software-plus-services approach are helping improve the technology experience for businesses and consumers.

how  
**the enterprise brings it all together:**

## BP

When Hurricane Katrina threatened the lives of 1,500 employees and billions of dollars in oil drilling and production investments in 2005, energy giant BP needed a streamlined solution for assessing and communicating the status of these precious assets and then ensuring their safety. After Hurricane Katrina, BP decided to implement a Hurricane Management System that combines the 3-D satellite imagery of Microsoft® Virtual Earth™ mapping software and real-time weather data with a visual, real-life representation of both BP's people and facilities. Now BP employees around the world can immediately view and share the same critical intelligence, respond to threats, and work together to secure the lives of the company's most important asset—its people.

how  
**a partner brings it all together:**

## Mamut ASA

Norway's Mamut ASA provides small and mid-sized businesses with solutions ranging from Hosted Exchange, CRM, and business management to Internet services. The company's flagship product, Mamut One, uses a software-plus-services model that combines software like Mamut's own ERP and CRM solutions with hosted services such as hosted Microsoft Exchange Server and Microsoft Office SharePoint® Server 2007. This gives businesses flexible, cost-effective tools for mastering critical tasks like resource planning, team collaboration, business class messaging, e-commerce, and payroll management. By locating portions of Mamut One with customers and delivering others over the Internet, Mamut ASA is able to stay extremely flexible with the solutions it provides, and helps its customers take advantage of the latest collaboration, communication, and management tools while making better decisions about onsite technology investments.

how  
**consumers bring it all together:**

## SportsDo

What if marathoners or skiers—or any athletes—could use technology to personally capture their performance statistics—how far and fast they ran or skied, for instance—and share their success in real time with teammates and family, then later access that information online to track their progress? That's exactly what happens with SportsDo, an innovative, GPS-based tracking platform for mobile phones created with a software-plus-services approach. SportsDo combines rich online services like Virtual Earth with software-based editing and tracking capabilities to give athletes unique tools for helping assess, share, and ultimately improve their performance.

**Read more about how software-plus-services solutions are helping businesses at**  
[www.microsoft.com/success](http://www.microsoft.com/success)



# how services work

Your experience with the services part of software-plus-services will be different depending on what kind of Microsoft customer you are. Here's what our new family of services looks like.

## Microsoft Live Services

Easy to work with, simple to access, and flexible to use, Live services are designed for consumers, small businesses, and virtual work groups.



## Microsoft® Online Services

For enterprises and partners, Online Services from Microsoft deliver hosted services—from e-mail, messaging, and collaboration to routine IT management—that help you spend more time focusing on what really moves your business forward.



make your own choices. **become the business of choice for your customers.** share what you know. **know it'll get there in real-time no matter what the device.** save the day for your colleagues and customers. **save some money while you're at it.** get to market fast. **then redefine it.**

with **software + services** from Microsoft,  
you can truly **bring it all together.**

momentum